

**Political Organization
Report of Contributions and Expenditures**

OMB No. 1545-1696

► See separate instructions.

A For the period beginning 10/01/2004 **and ending** 10/13/2004

B Check applicable box: ☒ Initial report ☐ Change of address ☐ Amended report ☐ Final report

1 Name of organization The Media Fund **Employer identification number** 45 - 0526617

2 Mailing address (P.O. box or number, street, and room or suite number)
888 16th Street NW, Suite 740

City or town, state, and ZIP code
Washington, DC 20006

3 E-mail address of organization: info@mediafund04.org **4 Date organization was formed:** 11/05/2003

5a Name of custodian of records Erik Smith **5b Custodian's address**
888 16th Street NW, Suite 740
Washington, DC 20006

6a Name of contact person Erik Smith **6b Contact person's address**
888 16th Street NW, Suite 740
Washington, DC 20006

7 Business address of organization (if different from mailing address shown above). Number, street, and room or suite number
888 16th Street NW, Suite 740
City or town, state, and ZIP code
Washington, DC 20006

8 Type of report (check only one box)

- | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> First quarterly report
(due by April 15) | <input type="checkbox"/> Monthly report for the month of:
(due by the 20th day following the month shown above, except the
December report, which is due by January 31) |
| <input type="checkbox"/> Second quarterly report
(due by July 15) | <input checked="" type="checkbox"/> Pre-election report (due by the 12th or 15th day before the election) |
| <input type="checkbox"/> Third quarterly report
(due by October 15) | (1) Type of election: general |
| <input type="checkbox"/> Year-end report
(due by January 31) | (2) Date of election: 11/02/2004 |
| <input type="checkbox"/> Mid-year report (Non-election
year only-due by July 31) | (3) For the state of: DC |
| | <input type="checkbox"/> Post-general election report (due by the 30th day after general election) |
| | (1) Date of election: |
| | (2) For the state of: |

9 Total amount of reported contributions (total from all attached Schedules A).....9. \$ 5105000

10 Total amount of reported expenditures (total from all attached Schedules B).....10. \$ 2241177

Under penalties of perjury, I declare that I have examined this report, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Erik Smith

10/21/2004

**Sign
Here**



Signature of authorized official



Date

Schedule A **Itemized Contributions**

Schedule A

Contributor's name, mailing address and ZIP code

Joseph Field
401 City Avenue #809
Bala Cynwyd, PA 19004

Name of contributor's employer

Entercom

Contributor's occupation

Executive

Aggregate contributions year-to-date

\$ 200000

Amount of contribution

\$ 100000

Date of contribution

10/07/2004

Contributor's name, mailing address and ZIP code

Peggy Cafritz
3030 Chain Bridge Rd
Washington, DC 20016

Name of contributor's employer

N/A

Contributor's occupation

Retired

Aggregate contributions year-to-date

\$ 5000

Amount of contribution

\$ 5000

Date of contribution

10/07/2004

Contributor's name, mailing address and ZIP code

Victory Campaign 2004
1120 Connecticut Ave NW #1100
Washington, DC 20036

Name of contributor's employer

N/A

Contributor's occupation

N/A

Aggregate contributions year-to-date

\$ 35350000

Amount of contribution

\$ 3000000

Date of contribution

10/12/2004

Contributor's name, mailing address and ZIP code

Victory Campaign 2004
1120 Connecticut Ave NW #1100
Washington, DC 20036

Name of contributor's employer

N/A

Contributor's occupation

N/A

Aggregate contributions year-to-date

\$ 35350000

Amount of contribution

\$ 2000000

Date of contribution

10/12/2004

Schedule B **Itemized Expenditures**

Schedule B

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
FUSE	N/A	\$ 13768
1409 Washington Avenue 5th Floor	Recipients's occupation	Date of expenditure
St. Louis, MO 63103	N/A	10/01/2004

Purpose of expenditure
Media Commission

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
LSG Voter Contact Services	N/A	\$ 9625
2120 L Street, NW #305	Recipients's occupation	Date of expenditure
Washington, DC 20037	N/A	10/06/2004

Purpose of expenditure
Direct Mail

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
FUSE	N/A	\$ 7186
1409 Washington Avenue 5th Floor	Recipients's occupation	Date of expenditure
St. Louis, MO 63103	N/A	10/07/2004

Purpose of expenditure
Media Commission

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
FUSE	N/A	\$ 330588
1409 Washington Avenue 5th Floor	Recipients's occupation	Date of expenditure
St. Louis, MO 63103	N/A	10/07/2004

Purpose of expenditure
Media Buy

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
Brilliant Corners	N/A	\$ 20000
1001 G Street, NW #500E	Recipients's occupation	Date of expenditure
Washington, DC 20001	N/A	10/07/2004

Purpose of expenditure
Polling

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
Focus Groups of Cleveland	N/A	\$ 1950
2 Summit Park Drive #225	Recipients's occupation	Date of expenditure
Cleveland, OH 44131	N/A	10/07/2004

Purpose of expenditure
Media Research

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
Walker Marchant Group, LLC.	N/A	\$ 33437
2050 17th Street, NW Suite 1200	Recipients's occupation	Date of expenditure
Washington, DC 20016	N/A	10/01/2004

Purpose of expenditure
Media Commission

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
Walker Marchant Group, LLC.	N/A	\$ 28469
2050 17th Street, NW Suite 1200	Recipients's occupation	Date of expenditure
Washington, DC 20016	N/A	10/07/2004

Purpose of expenditure
Media Commission

Recipient's name, mailing address and ZIP code	Name of recipient's employer	Amount of Expenditure
Walker Marchant Group, LLC.	N/A	\$ 199981
2050 17th Street, NW Suite 1200	Recipients's occupation	Date of expenditure
Washington, DC 20016	N/A	10/07/2004

Purpose of expenditure
Media Buy

Recipient's name, mailing address and ZIP code McMahon, Squier & Associates, Inc. 1029 N. Royal Street #350 Alexandria, VA 22314	Name of recipient's employer N/A Recipients's occupation N/A	Amount of Expenditure \$ 13799 Date of expenditure 10/04/2004
Purpose of expenditure Media Production		
Recipient's name, mailing address and ZIP code Media Strategies & Research 1580 Lincoln Street #510 Denver, CO 80203	Name of recipient's employer N/A Recipients's occupation N/A	Amount of Expenditure \$ 30000 Date of expenditure 10/12/2004
Purpose of expenditure Media Research & Polling		
Recipient's name, mailing address and ZIP code Media Strategies & Research 1580 Lincoln Street #510 Denver, CO 80203	Name of recipient's employer N/A Recipients's occupation N/A	Amount of Expenditure \$ 1500000 Date of expenditure 10/12/2004
Purpose of expenditure Media Buy		
Recipient's name, mailing address and ZIP code Ambrosino, Muir & 467 Battery Street San Francisco, CA 94111	Name of recipient's employer N/A Recipients's occupation N/A	Amount of Expenditure \$ 52374 Date of expenditure 10/12/2004
Purpose of expenditure Direct Mail Production		